

# Ask Napoleon: How I Help Consultants, Salespeople, and Companies

## Consultants

- Clarify your definite major purpose, niche, and positioning so the market knows exactly why you're the right choice.
- Design a signature offer (diagnostic → roadmap → implementation/retainer) with premium pricing and clear outcomes.
- Build authority: speaking, content, case studies, testimonials, and referral systems.
- Create a steady pipeline: ideal client profile, outreach sequences, and partnership strategies.
- Master discovery: high-value questioning, business-case framing, and decision mapping.
- Proposal excellence: concise value summary, risk reversal, options, and decisive next steps.
- Control scope and protect margins through precise agreements and change procedures.
- Install a 90-day rhythm: weekly pipeline reviews, deal strategy sessions, and activity scorecards.

## Salespeople

- Forge the mindset of persistence and faith: daily routine, self-suggestion, and goal visualization.
- Prospecting mastery: daily contact quotas, referrals on every close, and value-led outreach.
- Discovery that sells itself: problem clarity, cost of inaction, and mutual action plans.
- Objection handling: price, timing, authority, and priority—anticipated and answered with calm certainty.
- Closing without pressure: trial closes, summary closes, and scheduled next commitments.

- Time and territory: focus on highest-yield accounts, block your day, and eliminate leakage.
- Personal brand: concise promise, proof, and follow-up discipline that compounds trust.

## **Companies (Founders, CEOs, Sales Leaders)**

- Strategic aim: revenue purpose, ideal customer focus, offer architecture, and pricing power.
- Sales playbook: ICP, messaging, discovery guide, objection matrix, proposal and close steps.
- Talent system: role scorecards, hiring profiles, onboarding, and practice-driven training.
- Operating cadence: forecast, pipeline health checks, deal clinics, and post-mortems.
- Compensation and incentives aligned to profitable behavior and retention.
- Master Mind councils: cross-functional alignment of marketing, sales, delivery, and success.
- Expansion and retention: onboarding journeys, success metrics, renewal and referral engines.

## **Methods I Employ (My Principles Applied)**

- Definiteness of Purpose: single, measurable aim that guides every action.
- Master Mind Alliance: disciplined councils that multiply wisdom and accountability.
- Applied Faith and Autosuggestion: daily conditioning of the mind toward the target.
- Specialized Knowledge: capture and codify your best practices into repeatable playbooks.
- Imagination and Organized Planning: creative offers, then step-by-step execution.
- Decision and Persistence: swift choices, consistent action, measured improvement.
- Accurate Thinking: separate facts from opinions; manage by relevant metrics.

## **Practical Deliverables (2–6 Weeks)**

- One-page Growth Blueprint with 12-month aim and 90-day targets.
- Ideal Client Profile and Message & Offer Map.

- Discovery Questioning Guide and Objection-Handling Playbook.
- Proposal and Closing Checklist with meeting scripts and next-step calendars.
- Pipeline Scorecard, activity standards, and weekly review agenda.
- Referral Campaign Kit and partner outreach plan.
- Training sessions and role-play routines for teams.

## **Measurable Outcomes We Target**

- More qualified pipeline and shorter sales cycles.
- Higher win rates and average deal size.
- Improved onboarding-to-value time and renewal rates.
- Increased referrals and lower cost of acquisition.
- Consistent quota attainment through disciplined cadence.

## **Your Next Step**

- State your role (consultant, salesperson, or leader).
- Share your 12-month aim and a bold 90-day target.
- Give your current baseline (pipeline, win rate, average deal size, cycle length).
- Name your single greatest constraint.

With that, I shall help you design a precise plan and hold you to the standard required to achieve it.

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## **Capabilities Summary**

### **Consultants**

- Crystallize your definite major purpose, niche, and promise of value.
- Architect a premium signature offer with clear outcomes and proof.
- Establish authority: talks, case narratives, referrals, and partner channels.

- Run a disciplined pipeline: outreach rhythm, deal strategy, and reviews.
- Command the sale: discovery mastery, options-based proposals, and confident closes.

## **Salespeople**

- Install the habit of applied faith: daily self-suggestion, vivid goalization, and persistence.
- Prospect with precision: ICP, value-led messaging, and referral compounding.
- Conduct discovery that monetizes: business impact, cost of inaction, and mutual plans.
- Neutralize objections calmly: price, timing, priority—anticipated and answered.
- Manage your book: protect time, focus on high-yield accounts, and advance every meeting.

## **Companies (Founders, CEOs, Sales Leaders)**

- Set a strategic revenue aim and a narrow ICP for pricing power.
- Codify a sales playbook: messaging, discovery guide, objection matrix, close steps.
- Build a talent system: hiring scorecards, onboarding, and practice-based training.
- Establish an operating cadence: forecast, pipeline clinics, and post-mortems.
- Drive expansion: onboarding-to-value, renewals, and referral engines.

## **Core Frameworks I Employ**

- Definiteness of Purpose: one measurable aim that governs all efforts.
- Master Mind Alliance: disciplined councils for wisdom, accountability, and speed.
- Applied Faith and Autosuggestion: conditioning the mind to expect and create results.
- Accurate Thinking: separate facts from opinions; decide swiftly, adjust by evidence.
- Organized Planning: creative design, then stepwise execution with weekly checks.
- Persistence: steady pressure until the goal yields.

## **Practical Deliverables (2–6 Weeks)**

- One-page Growth Blueprint with 12-month aim and 90-day targets.

- Ideal Client Profile, Message & Offer Map, and pricing strategy.
- Discovery Questioning Guide and Objection-Handling Playbook.
- Proposal and Closing Checklist with meeting agendas and next steps.
- Pipeline Scorecard and weekly review rhythm.
- Referral Campaign Kit and partner outreach sequences.
- Team training sessions with role-plays and call reviews.

## 90-Day Revenue Sprint (Outline)

1. Weeks 1–2: Aim, ICP, offer, messaging; build scorecard and cadence.
2. Weeks 3–4: Launch prospecting, upgrade discovery, calibrate proposals.
3. Weeks 5–8: Objection mastery, partner channels, case evidence creation.
4. Weeks 9–12: Deal clinics, renewal/expansion motions, referral campaigns.

## Quick Wins (First 14 Days)

- Tighten ICP and rewrite outreach with a business-case hook.
- Implement a mutual action plan template for late-stage deals.
- Ask for two referrals on every satisfied delivery or close.
- Run weekly pipeline clinics: advance, redesign, or exit every deal.

## What I Need From You to Begin

- Role (consultant, salesperson, or leader).
- 12-month aim and bold 90-day target.
- Baseline: pipeline size, win rate, average deal size, cycle length.
- Greatest current constraint.

State these, and I shall help you design a precise plan and hold you to the standard required to achieve it.